



Carrie Cammarano

A Rebel from the Beginning

Carrie Cammarano, a 16-year-old high school junior from West Caldwell, has never picked up a cigarette, never will and wants others to understand why. She is an active member of the Essex/Union Counties REBEL group, and her fiery passion to fight Big Tobacco is a model for others to follow.

"I don't understand why people would want to harm their bodies by using tobacco," says Carrie, who first learned of REBEL from her school nurse. Carries adds that her peers support her determination and commitment to exposing the tobacco industry's lies.

For Carrie, tobacco's harmful effects have hit close to home. "A couple of my family members smoke and I've seen their health suffer," she says. "This experience turned me away from tobacco. I'm proud of myself for not giving in to peer pressure."

Carrie is forming a REBEL coalition at James Caldwell High School.



REBEL's Mission Statement:

REBEL is a statewide, youth-led, youth-driven anti-tobacco movement whose mission is to reach, educate, and empower New Jersey's youth to make healthy lifestyle decisions and to support non-smoking norms.



Anti-tobacco sand sculptures on Beach Butt Clean-up Day

Youth and School Programs

REBEL's primary initiatives for its first year were recruitment, organizational development, community service and leadership development. Major steps in building the REBEL movement included the "Not For Sale" advertising campaign and the formation of the Youth Advisory Board.

New Jersey Teens Are Not For Sale

Every great movement has a rallying cry. At the Statewide Summit, REBEL teens enthusiastically embraced Not For Sale as their campaign slogan to tell Big Tobacco that they cannot be bought with slick ads and trendy promotions. More than 700 REBEL teens launched the advertising campaign at a rally held in February 2001 at the Liberty Science Center in Jersey City, New Jersey. BBDO, an international advertising agency, produced two sets of advertisements in the first year to establish the Not For Sale brand and message. The first set featured teens in a variety of situations telling tobacco companies to stay out of their lives and that they were Not For Sale. The second campaign focused on definitions of words that described how tobacco companies view teens: "weak," "victim," and "gullible." Radio and television stations and movie theaters have carried these commercials. Newspapers, billboards, banners, and wearing apparel have carried the Not For Sale brand and message.

The Youth Advisory Board (YAB)

The Youth Advisory Board is REBEL's youth leadership decision-making board comprised of 42 REBEL members elected to represent their county-based groups. Each group sends two members to serve on the Board. At a 2001 Summer YAB Retreat, these representatives selected future activities, created their own mission statement, and defined their role within the REBEL movement. Besides helping REBEL members stay focused and organized, the YAB has played a key role in the program's evolution from adult to youth leadership. The board also acts as a bridge between the State and the youth, while providing DHSS with a window into the attitudes and behaviors of teens.

YAB's Mission Statement: We are representatives of the statewide movement, REBEL, uniting to convey ideas, set examples, and provide direction for the promotion of our anti-tobacco movement.

The YAB committees are:

Education/Advocacy	Membership
Editorial	Communications
Legislative Outreach	

Expanding the REBEL Movement

In order to sustain the movement, we needed to expand it at both ends of the age continuum, so we implemented a larger program. On one end of the continuum, graduates of REBEL were interested in continuing their mission and influencing younger teens. On the other end, middle school students needed their voice to be heard, and wanted the opportunity to influence younger children. Keeping the spirit and the motivation moving in an upward spiral is critical to a comprehensive prevention program. We realized that in order to empower youth, we must take the term "youth empowerment" literally.



From REBEL to ROCS: Rachael Govil, who joined REBEL as a high school senior, is now a founding member of ROCS (REBEL Official College Support Staff).

To develop the expanded program, we drew on the resources of our contractors and grantees, developing a consortium as a professional advisory group. Consortium members included Scholastic, Inc., The Princeton Center for Leadership Training, The Teen Institute of the Garden State (TIGS), and the New Jersey Prevention Network (NJPN). BBDO Advertising, Fleishman-Hillard Inc., and J. Curtis & Company joined the group to help plan promotional strategies for community outreach and public education around the new programs.

REBEL 2 – The Middle School Component

In the spring of 2002, DHSS launched the REBEL 2 pilot program in 25 New Jersey middle schools. REBEL 2 involves middle school students in lively, interactive activities that develop presentation skills and teach them about the dangers of tobacco use. Once REBEL 2 members are integrated into the program, they will mentor elementary school children as part of a smoking prevention program. As they graduate to high school, they will become members of REBEL.

ROCS – The College Component

ROCS (REBEL Official College Support Staff) is a first-in-the-nation program that trains college students and recent high school graduates to model tobacco-free lifestyles and work hand-in-hand with high school REBEL members as mentors. Together, they develop anti-tobacco initiatives that REBEL groups will implement in the coming year. ROCS and REBEL leaders also work together to train new recruits at Regional and State Summits.

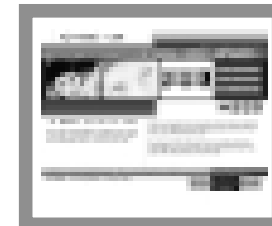
ROCS extends REBEL involvement. "High school students are bombarded with tobacco marketing, and REBEL is a great way to help them make the choice not to smoke," says ROCS member Rachael Govil of Rutgers. "REBEL was just getting into high gear when I graduated in June. ROCS is giving me the opportunity to continue to make an impact on tobacco use in our State."

DHSS and TIGS selected the 15 current ROCS members on the basis of applications and interviews. ROCS received extensive training on the anti-tobacco movement, leadership conduct, marketing strategies, media relations, and public speaking.

Resources, Activities, and Achievements

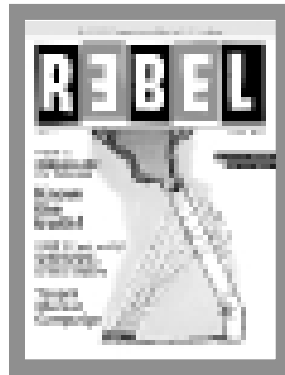
The REBEL Web Site

REBEL reaches thousands of young people through its Web site, www.njrebel.com, which was recently selected to receive a national *PR Week* Award as one of the best new Web sites in the United States. Since its launch, the Web site has hosted more than 92,000 visitors, 90 percent of whom found the site through advertising, public relations, and word of mouth. Visitors spent an average of 20 minutes on the site, twice the national average, to



Youth and School Programs

communicate with other teens, download information, and join REBEL. REBEL teens use the site to post upcoming events and to view slideshows of past events.



REBEL in Print

In the summer of 2001, DHSS sponsored a single issue of *R.E.B.E.L.*, a magazine designed primarily as a recruitment tool to be distributed in New Jersey high schools. REBEL teens helped draft the pilot edition with editorial help from the publisher, Scholastic.

Teens liked the magazine and wanted to create an annual edition that would represent “the voice of REBEL” utilizing

more of their own editorial ideas, writing, and graphic design concepts. The second annual issue of *R.E.B.E.L.*, published in February 2002, emerged as a thicker, more colorful, edgier magazine filled with articles written entirely by REBEL teens. Published again by Scholastic, the magazine has broader distribution in high schools. It serves as both a recruitment and retention tool for REBEL.

In March 2002, REBEL teens launched a quarterly newsletter called *REBEL In Action*. Written by members to provide news of REBEL activities around the State, the newsletter is another recruitment and retention tool and will provide a calendar of local events and more current information. New Jersey Prevention Network, in partnership with DHSS, publishes the newsletter and distributes it to all youth coordinators for REBEL members and other interested teens.

Other Recruitment Tools for REBEL

From the beginning, DHSS looked for creative ways to make teens aware of REBEL and of the reasons to join the REBEL movement. In the development phase, it was important to make the movement as “cool” and attractive to teens as tobacco industry advertising portrayed cigarette smoking. BBDO Advertising and Fleishman-Hillard Inc. helped DHSS create a number of recruitment tools that Youth Coordinators and REBEL teens could use to get the word out about joining REBEL.

- The Declaration of Independence from Tobacco is a statement of freedom from tobacco use and the manipulation of tobacco advertising. Teens who sign the Declaration are affirming their support for the concept that they are free to choose not to smoke. Portable Declaration scrolls and boards are displayed at REBEL events to invite signatures and support for the REBEL movement. REBEL members have collected approximately 6,000 signatures from New Jersey teens who pledged to be advocates to the movement.
- To introduce the new Not For Sale campaign, Interactive Display Vehicles (IDVs) wrapped in the Not For Sale logo traveled to malls, theme parks, concerts, and sporting events throughout the summer of 2001. The IDVs played an important role in calling attention to the Not For Sale message and increasing public awareness of REBEL.
- Colorful countertop displays and a variety of brochures, postcards, banners, CDs, videos, and giveaways were produced and distributed to County REBEL Groups to aid their local recruitment efforts. These materials were designed with input from REBEL teens.

NOT FOR SALE

REBEL on Public Television

REBEL teens taped “*Teen Smoke*,” an hour-long public education documentary produced by NJN Public Television in September 2001, about the dangers of tobacco use. The show explored a range of teen smoking issues, including smoking myths, addiction, body image, and the financial toll of smoking. The documentary aired on October 23 and November 20, 2001, attracting 25,000 viewers per broadcast. NJN also featured a downloadable version of the documentary on its Web site.

DHSS Deputy Commissioner, George T. DiFerdinando Jr., M.D., M.P.H., described the documentary as “an example of creative programming that will help support the department’s mission to reduce teenage smoking in our state.”

REBEL Busts Butts on New Jersey Beaches

On August 20, 2001, more than 700 teens cleared litter – cigarette butts in particular – from eight New Jersey beaches. The REBEL Beach Butt Clean-up was the first statewide community initiative conceived and implemented by REBEL members.

Youth and School Programs

Teens collected more than 38,000 butts in two-and-a-half hours. The project generated statewide print and broadcast coverage, providing a unique opportunity to demonstrate tobacco’s impact on New Jersey’s environment. The project also created the opportunity for REBEL members to develop similar clean-up activities in their own communities and to advocate for more smoke-free public places.

“We have been influenced by tobacco marketing for too long. Now it’s time to clear the smoke and take back our lives.” – REBEL member, Andy Frankel

School-Based Youth Programs

DHSS funds a variety of educational initiatives that offer novel approaches to tobacco-use reduction and prevention. These programs target students from elementary school to middle school and high school.

Tell Someone You Love

Building on interest from the first year, DHSS sponsored its second-annual “Tell Someone You Love” campaign in conjunction with The Great American Smokeout in November 2001. The program, developed by Scholastic, was so successful with third- and fourth-grade teachers around the State that we expanded the project to include fifth-grade classes as well. The program provides a unique opportunity for CTCP to reach this age group and their parents with information about tobacco use prevention and cessation.

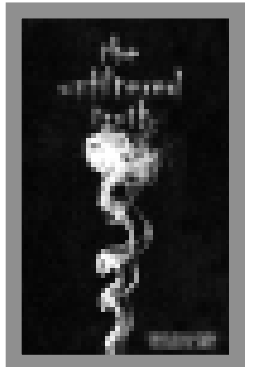
For the 2001 program, nearly 3,000 school children wrote letters to encourage loved ones to stop smoking. Students who did not have family members who smoked were invited to send a letter to a friend of the family, a popular actor, sports figure, or any other person they had seen smoking. The letters were accompanied by information about New Jersey’s Quit services to help smokers quit. Teachers like the program because it provides opportunities for a broader lesson that includes health, language arts, and writing.

“Dear Mom, I want you to please quit smoking. I love you and I don’t want you to pass away from cancer and other smoking diseases. Try your very best to quit, and I will help you because I don’t want to be left behind.”

“Dear Uncle Daniel, I write you this letter because I want to tell you to stop smoking. If you do stop smoking, I will be very happy and also your family will be happy. Every time I see someone smoke I feel bad for them. I love you!”

Channel One Cable Television Advertisements

In October 2001, DHSS launched its first REBEL advertising campaign on Channel One, the in-school cable network that is carried by over 300 New Jersey high schools. The campaign consists of four ads featuring members of New Jersey REBEL inviting their peers to join the movement and tell Big Tobacco that they are Not for Sale. These ads reach over 214,800 students one to two times a week during the school year.



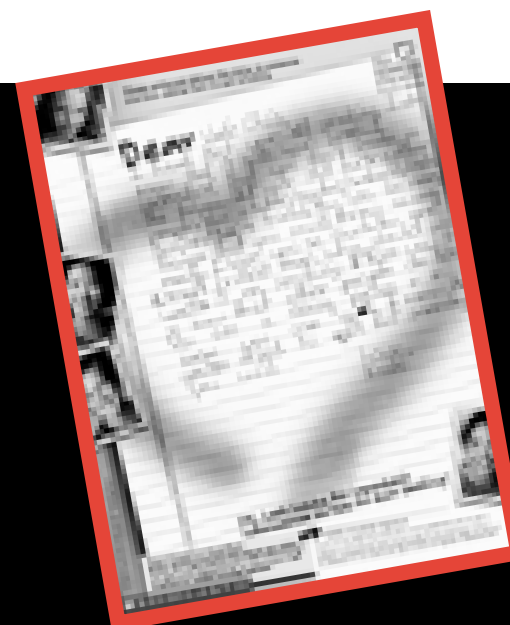
Liberty Science Center Interactive Anti-Smoking Program

Another program conducted in conjunction with The Great American Smokeout was “The Unfiltered Truth,” a first-of-its-kind partnership project between a state health agency and a science museum. DHSS and the Liberty Science Center (LSC) in Jersey City collaborated to create this unique collection of three interactive anti-tobacco programs that combine entertainment and education to reach New Jersey students in grades four through 12.

A theatrical production, “Hot Air,” travels with its professional cast to schools throughout the State, including the Abbott School Districts in New Jersey’s inner cities. The play follows a teenager as she tries to give up smoking. Performances are completely booked through the 2001-2002 school year. An animated 3-D laser show, “Extreme Choices: No Ifs Ands or Butts About It,” can be seen in the Liberty Science Center’s main theater. When this show completes its run in New Jersey, it will travel to science centers in other states. LSC also created a unique Web site, “The Science Behind Tobacco,” that focuses on the agricultural and manufacturing aspects of cigarettes. It provides students with a ready source of information for research, reports, or general interest. Together, the programs reach a combined audience of approximately 500,000 New Jersey students each year.



The “Definitions” ad campaign airs during TV and radio programs most popular with teens.



Left: Thousands of elementary school children have asked someone they love to quit smoking.



Above: The REBEL beach patrol cleared 38,000 cigarette butts from eight New Jersey beaches.